EMILY ELEANOR McCRARY

eleanormccrary@outlook.com
+1 (208) 963 2068
LinkedIn
Instagram
eleanormccrary.com

PROFESSIONAL PROFILE

Art business specialist and designer with an MA in Art Business from Sotheby's Institute of Art, London, and a BA in Art History & Curatorial Studies specializing in both Asian and Western art. Pairs graduate training in marketing, branding, and luxury strategy with hands-on creative work: building a brand identity from the ground up, art-directing photo shoots, editing video, and designing exhibition invitations, press releases, and gallery walkthroughs for a Mayfair gallery. Research focus on Gen Z's obsession with Japan and its effect on the collecting of Japanese art and objects.

EDUCATION

Master of Arts: Art Business
September 2026, Sotheby's Institute of Art London
Coursework in marketing and branding for art businesses and museums, including audience segmentation and visitor personas, positioning, value propositions, the marketing mix, audience journeys, reputation management, and digital marketing and content strategy. Art and Luxury elective covering luxury brand strategy, art-brand collaborations, and brand alignment, with an independent collaboration proposal. Also trained in business strategy, art law, logistics, and art market research.
Dissertation: "Gen Z and Japan: Obsession, Collection, and the Market."

Bachelor of Arts: Art History & Curatorial Studies
April 2025, Brigham Young University
3.67 GPA. Emphasized in Art Business within Art History—studying both Asian and Western Art, Gallery Practices, Finance, Marketing, and Accounting.

RELEVANT PROFESSIONAL EXPERIENCE

Saatchi Yates Gallery
March-July 2026
Executive Assistant to the Partners and Gallery Associate
Appointed Executive Assistant to Partner Arthur Yates following a work placement. Designed exhibition invitations, press releases, and gallery walkthroughs, while heading correspondence and outreach on behalf of the partners. Led contact database architecture and high-volume client communications supporting major exhibition openings, including the Slawn Studio opening, building experience in event management, cross-sector outreach, digital production, and gallery operations.

Briar's Bed
2026-present
Founder and Creative Director
Founded a prestige linens brand for postmillennials who want art in their everyday, creating the entire visual identity in-house: wordmark, color palette, typography, print and pattern direction, and brand voice. Concepted and art-directed photo shoots, wrote brand copy, and built the Shopify storefront. Currently preparing for launch, including a USPTO trademark application.

The Art Exchange
2023-2025
Founder
Created an online gallery for undergraduate artists after identifying a gap in the local market. Hired freelancers and negotiated their rates within budget. Mentored a successor who took over its operations. Developed skills in entrepreneurship, management, and communication.

Curation and Art Handling
2024–2025
Lead Curator and Art Handler / Founding Curator
Curated and installed two exhibitions: a 30-work group show with a five-person team at the Weight Room Gallery, and a self-initiated Art History Student Salon, featuring twelve student artists, for which she also designed all media and coordinated the opening reception. Cultivated expertise in art logistics, exhibition design, and installation.

YouTube Channel
2025–2026
Creator, Producer, and Video Editor
Directed, filmed, and edited a video series documenting life as an art business graduate student in London, handling the full production process from planning to editing in Premiere Pro and publishing.

E M P L O Y M E N T

Brigham Young University
August 2022-April 2025
Student Administrator: Comparative Arts and Letters Department
Worked throughout undergraduate degree, conducting long-term operational and day-to-day planning. Directed all social media marketing, web design, data management, scheduling, and accounting within the department.

Orthodontics at Bridgetower
Summers of 2020-2022 and 2025
Front Desk Lead
Led the front desk team, coordinating daily priorities, scheduling, and client and team communication. Also managed accounting and financial administration, patient experience design, and sales.

L E A D E R S H I P E X P E R I E N C E

Art History Association BYU
Student Organization
2025, Winter Semester: **President**
2024, Fall Semester: **Vice President**
As President, led the officer team and an initiative to integrate the Art History Association into a permanent relationship with the school's Museum of Art. Planned art history events through experience design, and managed marketing, communication, and financial operations.

L A N G U A G E S

French
Reading and writing: advanced
Listening and speaking: intermediate

Spanish
Reading and writing: intermediate
Listening and speaking: basic

Japanese (currently in progress)
Reading and writing: basic
Listening and speaking: intermediate

S K I L L S

Creative: brand identity and visual systems, art direction for photo and video, layout and typography, copywriting and editing, and video editing.

Art market research: Artprice, Artnet, Artfacts, Artsy, ArtTactic, IFAR, and the Art Loss Register, for auction histories, catalogues raisonnés, and provenance due diligence.

Proficient in **Microsoft Word**, **Excel**, **PowerPoint**, and their Google counterparts. **Adobe Photoshop**, **Lightroom**, **InDesign**, **Premiere Pro**, and **Illustrator**. **Canva** (graphic design), **CloudNine** (customer management software), **Dolphin** (customer management software), **Brightspot** (web design), **Squarespace** (web design and e-commerce), **Chrome River** (accounting), **Shopify**, and **Artlogic**.